

SAFETY RECALL NOTICE

Design Ideas® Blowfish Magnets

In cooperation with the U.S. Consumer Product Safety Commission, Design Ideas, Ltd., is voluntarily recalling about 3200 of Design Ideas® Blowfish Magnets. Design Ideas will provide a refund to all customers who return their Design Ideas® Blowfish Magnets. The Design Ideas®

Blowfish Magnets have magnets that may be loose as received or that may be too easily separated from the product. If swallowed, magnets can link together inside a child's intestines and clamp onto body tissues, causing intestinal obstructions, perforations, sepsis and death. Internal injury from magnets can pose serious lifelong health effects. The product's tracking label also omits certain required information.



The Design Ideas® Blowfish Magnets” were sold at retailers nationwide between March 2007 and March 2011.

Consumers should stop using the product immediately and should call 1-800-426-6394 between 8:00 a.m. and 5:00 p.m. central standard time, Monday through Friday, to request instructions on returning the Design Ideas® Blowfish at no cost to them and obtaining a full refund of the purchase price.

This recall is being conducted in conjunction with the U.S. Consumer Product Safety Commission, which will monitor its effectiveness.

Please display until July 4, 2014.